

We claim:

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1.

A method for visually presenting the attributes of a sensory perception comprising:

- (a) providing a subject;
- (b) providing the subject with a sensory perception scale on a computing device containing a plurality of attributes, said sensory perception scale having variable positions;
- (c) providing the subject with a test sample and requesting said subject to sample the test sample;
- (d) asking the subject to rate the attributes of the samples by manipulating the positions of the perception scale; and
- (e) providing the position of the variable position scale to a computing means, said computing means providing a visual interpretation on a screen of the attributes of the sample.

- 2. The method of claim 1 wherein the visual interpretation of the attributes of the sample is provided as a pie chart.
- 3. The method of claim 1 wherein the visual interpretation of the attributes of the sample is provided as a single bar chart.

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4. The method of claim 2 wherein the relative value of each attribute is provided by a unique color.
5. The method of claim 3 wherein the relative value of each attribute is provided by a unique color.
6. The method of claim 1 wherein the visual interpretation of the attributes of the sample is generated without having the subject perform any mathematical computation.
7. The method of claim 1 wherein the sensory perception is taste.
8. The method of claim 1 wherein the sensory perception is smell.
9. The method of claim 1 wherein the sensory perception is visual.
10. The method of claim 1 wherein the sensory perception is auditory.
11. The method of claim 1 wherein the sensory perception is tactile.
12. The method of claim 1 wherein the sensory perception is emotional states.